

## EXTRA PAYMENTS ANNOUNCED BY TWO COMPANIES

Two sugar companies, Pepeekeo and Honolulu, at the session of the stock exchange today made announcement of declarations of extra as well as regular dividends. The former is payable June 15 and July 15 and the latter July 5. Thus does good news continue to flow in for holders of shares in local concerns. The directors of the Pepeekeo Sugar Company at a meeting held yesterday determined upon the payment of two extra dividends each of 4 per cent, payable a month apart, the middle of this month and of next. These payments are in addition to the regular two per cent dividends payable monthly on the dates mentioned, making a disbursement of 6 per cent, of \$45,000 in each of these months.

Honolulu Sugar Company declares an extra dividend of 6 per cent payable with the regular monthly dividend of 1 1/2 per cent making 7 1/2 or a disbursement of \$56,250 payable July 5.

## BETTER TYPES OF CITIZENSHIP ARE ADVOCATED

"Principles of Successful Citizenship Training" will be the topic of Consul General R. Moro in his talk tomorrow evening at the Knights of Pythias hall before a mass meeting of those interested in the promotion of citizenship among the Japanese.

Consul Moro has taken an active interest in the work for better citizenship and in his talk will urge the young Hawaiian born Japanese to work toward becoming successful citizens of the United States. Consul Moro will also talk on the work that has been done in the past in making better citizenship.

Hon. W. F. Frear will also talk on how the Americans can help in the work of citizenship among the Japanese, and explain the ideals of the members of the committee, who have been active in the present movement.

The meeting tomorrow evening will be the first of the centralized organization instituted to join all educational bodies together for the advancement of citizenship. A supervisory committee has been named from the various educational societies and clubs to help in the organization of a large general citizenship association among the Japanese.

Members of the committee selected from the various bodies are as follows: Lloyd R. Killam, chairman; H. Tsunoda, Y. Tonjo, M. Kakehi and Paul Steel. In addition to the talks by Consul Moro and Mr. Frear, Lloyd R. Killam will outline some of the plans in his introductory remarks, and Paul Steel will give an illustrated educational talk. More than 2000 invitations have been sent out among the Japanese and Americans for the meeting, which will be called to order at 8 o'clock.

All Dinar, Inman of Dartur, a country of southwestern Egypt with several million inhabitants, is reported to have proclaimed a holy war against the British.

Potash in large quantities is reported in the Salsure Marsh in the Salt Lake Desert by the United States Geological Survey.

Eight persons were painfully injured and many others slightly hurt when a Brighton Beach elevated train crashed into the rear of a Fulton St. train at the Brooklyn Bridge.

A new well flowing 500 barrels a day has been drilled in the South Cushing field.

### DAILY REMINDERS

Manicurist at Union Barber Shop.—Adv.  
Use Star-Bulletin Want Ads in the servant-finding job.  
Round the island in auto, \$4.00. Lewis Etashles. Phone 2141.—Adv.  
Exclusive corset shop, "The Goodwin," rms. 21-22, Pantheon bldg.—Adv.  
Fine garden soil for sale cheap. Call up George Yamada, phone 2157.—Adv.

Call up 2511 and ask for Charles Reynolds; twin six Packard car, 1900. Young Hotel "Auto Stand"—Adv.  
The best bargain in real estate in the city today will be found by a Classified Ad answerer who reads today's Star-Bulletin.

Eggs are cheap—when you get them from your own hens—and to get the maximum quantity feed what the California Feed Company advises.

In order to make a savings account worth while you must add to it regularly. Start one today with Bishop & Co. and keep everlastingly at it.

### TEXAS SHERIFF FOILS PLOT.

CORPUS CHRISTI, Texas.—Fifteen men are in the Kingsville jail as a result of what Sheriff Scarborough and secret service men say was the plot of Jose M. Morin, formerly Villa general, to blow up the Kingsville bank and a hardware store.

### TO BANQUET ART SMITH

(Special Cable to Nippon Jiji)  
TOKIO, Japan, June 1.—Prominent citizens of Tokio will give a farewell dinner to Art Smith, the American aviator, at the Imperial Hotel tomorrow evening. Smith will leave Yokohama on the Tenyo Maru June 10.

### BE SURE TO ASK FOR

**LOVE'S GRAHAM CRACKERS**  
Queens Your Appetite  
Buy them in the 10c packages

## FATIMA STORAGE

REPROOF  
WE STORE EVERYTHING  
JAMES H. LOVE

ANY TRANSFER COMPANY  
PHONE 1281

## CHOICE Raymond Ranch Beef

Rail and Wholesale

Marketed By the

### Territorial MARKETING DIVISION

Maunakea street near Queen Phone 1840

Cattle are slaughtered by up-to-date methods in the pastures on the ranch, pre-cooled at the ranch, and shipped to Honolulu on the ranch cold-storage boat "Makana."

Raymond Ranch Beef can also be obtained from the following firms in the City Market:

Q. Yee Hop  
Q. Yett

# WAR, PATRIOTISM AND FREE SPACE

(An Editorial from Printers' Ink)

At the beginning of the war great pressure was brought to bear upon the newspapers of the various belligerent nations to donate their advertising space for patriotic purposes. From so many quarters did the appeals come that it soon became evident the publishers would go bankrupt if they yielded to all the calls. Consequently, they soon saw the necessity of a definite policy and of concerted action. They were patriotic and were anxious to do all they could to promote the cause of their respective governments.

But—is not advertising space a commodity with just as definite a value and just as fixed a manufacturing cost as a case of cart-ridges or a barrel of canned goods?

If the manufacturers of munitions and other supplies were to be paid for the products of their factories, then why should not the manufacturers of advertising space be paid for the products of their factories? To give their space away would be to depreciate the value of advertising in the mind of the public at large.

We are all familiar with the advertising campaign in England to secure recruits, and we all know what great results were achieved. Now, this space was paid for in cash—not donated. The individual publishers contributed to the fund in the shape of checks and taxes, just like other business men.

Similarly, in Canada, the publishers had to decide what their policy would be. Did patriotism demand that they donate their space to all the objects growing out of war conditions? Or, were they justified in viewing their advertising as having as fixed a value as any other commodity needed for the equipment of the army and the prosecution of the war?

The answer is supplied in a letter to Printer's Ink from Charles F. Roland, president and general manager of the Winnipeg Telegram. We commend Mr. Roland's logic to the body of men who, in the years to come, expect to continue making their living out of the sale or purchase of advertising space:

"The policy adopted by the three Winnipeg papers is to charge the 10,000-line rate to all patriotic, Red Cross societies and organizations doing war-relief work. This plan was considered from a business standpoint, as advertising space is the only commodity the newspaper has to sell.

"I might add that the three Winnipeg papers are contributing

in cash to patriotic funds \$7,000 this year; the Winnipeg Free Press giving \$3,400, the Winnipeg Telegram \$2,500 and the Winnipeg Tribune \$1,200. I understand this same policy was adopted in Toronto by the Toronto Mail and Empire, the Globe, the World and the News.

"Previous to February 1, when I became associated with the Winnipeg Telegram, I held the position of secretary-treasurer of both the Manitoba Patriotic Fund and the Manitoba Red Cross Society. During the first year of the war we raised by public subscription, through the use of from four-column to full-page appeals in the newspapers, over \$1,000,000 in cash; for the Red Cross Society we used only small space, which had the result of bringing in over \$250,000 in cash and supplies during the first year.

"Ten days ago Winnipeg required \$50,000 additional funds for patriotic purposes. The committee in charge of the campaign used five-column display announcements in each of the three Winnipeg papers for five days, and when the campaign closed the amount was over-subscribed.

"The Canadian Red Cross Society has sent millions of dollars' worth of goods to the battlefields of Europe, and the Manitoba Patriotic Fund, which helps to provide for the wives and children of the soldiers on active service, is paying out nearly \$100,000 per month.

"It would be just as reasonable for the Red Cross Society to go to one of our wholesale dry-goods houses and ask them to supply one hundred rolls of hospital linen as it would be to come to our newspapers and ask us to contribute our space free. Our space is just as much of a staple commodity with us as the linen is with the wholesale dry-goods house.

"The policy adopted has received no criticism; on the other hand, the patriotic societies only use a limited amount of space at such times as they are absolutely in need of funds."

There can be no question but that the stand of the Canadian and English papers is both patriotic and business-like. Under such a policy as Mr. Roland describes, advertising will emerge from the war with respect for it increased, rather than diminished.

Supposing the Canadian publishers had chosen to give away a million dollars' worth of space. People would have been quick to say, "Oh, it didn't cost anything—probably it isn't worth anything!"

But, instead of giving away a million dollars' worth of space, the Canadian papers charged their government a fair price and then, from a modest campaign, produced a million dollars' worth of results.

Which is the better advertisement of advertising—to give away a million dollars' worth of space, or to demonstrate that intelligent advertising can be made to yield a million dollars in direct returns?

And as for patriotism—we think the stand of the Canadian publishers was absolutely unimpeachable. What is freely given away is always lightly esteemed. If the Canadian dailies had donated out of hand a million dollars' worth of space, the chances are the space would have been filled with perfunctory, flabby copy. There would have been no returns worth talking about, and advertising would have received another black eye.

The American Newspaper Publishers' Association, meeting this week in New York, has just put out a bulletin to its members, the sentiments in which seem, not only to Printers' Ink, but to a great number of advertisers and advertising agents, to be thoroughly sound and deserving of applause. This is the official expression of the greatest and most influential organization of newspapers anywhere in the world:

"Is the American Newspaper Published for Love?"

"Great Britain advertises in the newspapers for recruits and pays the newspapers for transmitting its messages to the public.

"Canada pays the newspapers for advertising her apple crop, for patriotism and production, a campaign to secure increase in agricultural production and a town-plot-cultivation campaign to increase the number of backyard gardens under cultivation, and also a campaign to increase the consumption of peaches and plums.

"The United States Government, and some others, seem to view the newspaper as an omnibus, designed for free transportation. The Government, however, pays its way in all other lines, including billboards for securing recruits.

"Are the newspapers of Great Britain and of Canada lacking in patriotism? Henry Ford pays for his peace advertising. The American Defense Society seeks the news columns to push its propaganda."

Printers' Ink believes in patriotism, preparedness and publicity—but refuses to believe they are objects of charity.

## A Sensible Cigarette

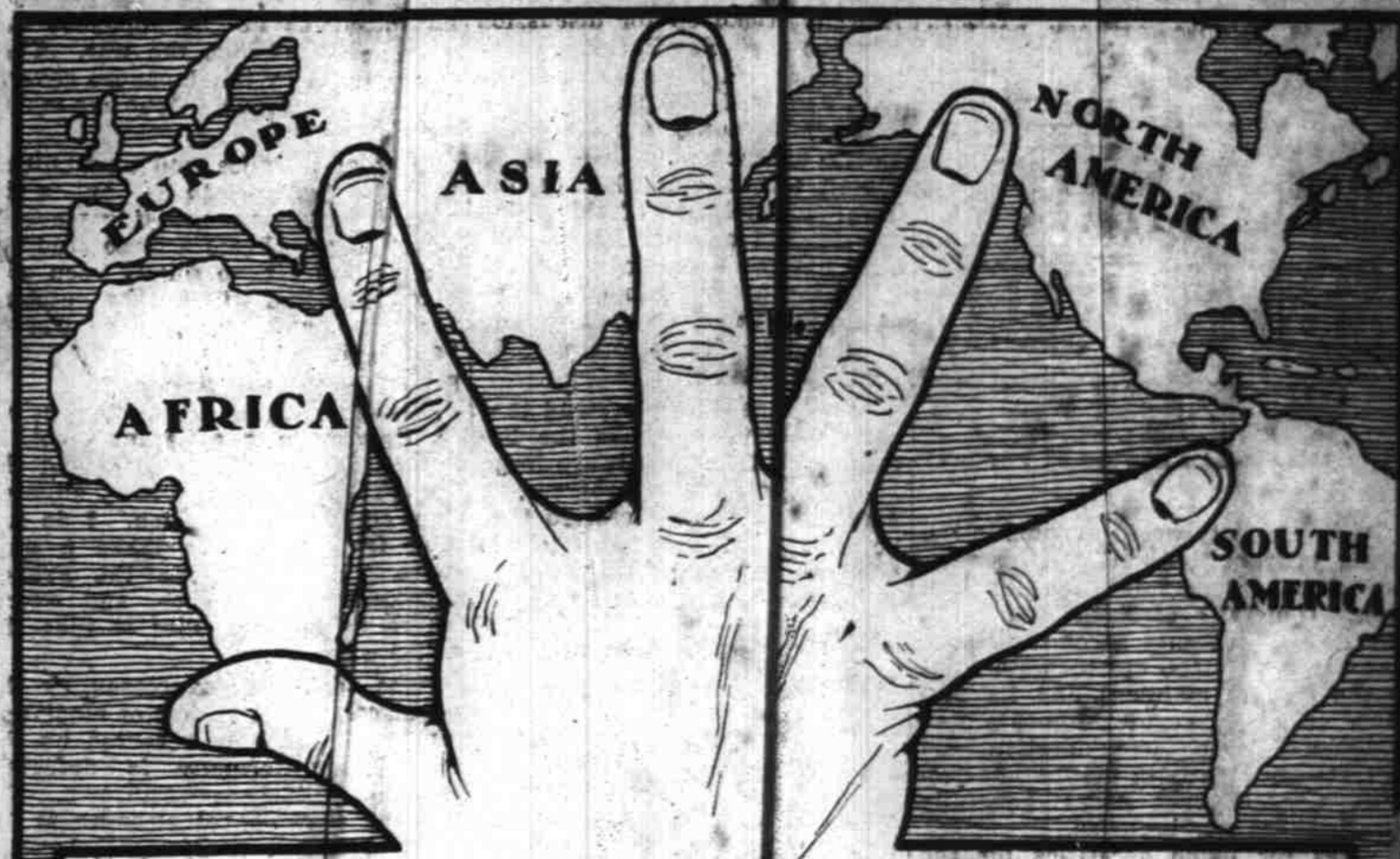
For every social function where refreshments are served there is some form of

## VELVET ICE CREAM

that is appropriate.

Our equipment and experience insures the best

HONOLULU  
DAIRYMEN'S  
ASSOCIATION



## The World at Your Finger Tips

"Big Ben" is tolling might in London—  
Theater-goers are snug back for the last act in New York—

Business men have most reached the last course of their dining meal in San Francisco—

When the Star-Bulletin goes to press in Honolulu at 2:30 in the afternoon.

As the day closes, from point to point, cable and wireless systems sweep the news of every important event into our editorial room.

THAT'S WHY WE GIVE YOU TODAY'S NEWS TODAY.

Delivered by Carrier Cents a Month.

**Honolulu Star-Bulletin**

"HAWAII'S GREAT NEWSPAPER"